

Amendments to the Specification:

Please add the following new paragraph after the paragraph ending on page 5, line 7:

A1 Figure 4 is a perspective view of the end wall shown in Figure 3 but having instead a removable insert bearing the giveaway information.

Please replace the paragraph beginning at page 8, line 4 with the following rewritten paragraph:

A2 In an embodiment, the giveaway information 36 is printed onto the inner surface 34 of the end wall 24. Alternatively, the giveaway information 36 is stamped or etched onto the inner surface 34 of the end wall 24. Still further, a separate insert ~~(not illustrated)~~ 44 shown in Figure 4 having printed or stamped giveaway information 36 can be placed inside the package 10 at or near the removable end wall 24. When the consumer opens the package 10 and removes the end wall 24, the separate insert comes free from the body 12 with the end wall 24.

Amendments to the Drawings:

The attached drawing sheet includes a new figure, namely, Figure 4. This sheet does not replace any original sheet.

Attachment: Sheet at end of Response.